

# BUSINESS



AZRIELA JAFFE

## Changing workplace saps loyalty

In the middle of our current drought, we often talk about a shortage of water. There's another shortage going on around these parts, one that is felt in most households in our country.

It is a shortage of loyalty.

With divorce rates climbing above 50 percent, and corporate downsizings no longer considered unusual, we are losing, as a nation, a commitment to the concept of "till death do us part."

The lack of regard for loyalty is felt on both sides — no one holds all of the blame. Employers are not only downsizing, but also pulling out all of their magic tricks to try to retain employees who are asking for more than just a job — they want an experience. Savvy employees capitalize on the labor shortage and hop from company to company chasing better benefits, salaries and career opportunities.

And there's plenty of hopping between marriages as well. Since my husband married me the second time around, I hold no judgment toward second marriages, or moving on from a dissatisfying job to a new one when the time is right. My husband and I have both benefited from living in a culture where remarriage and changing employers is condoned.

However, we all pay a price for these freedoms. As much as we appreciate the expansiveness of our culture, we also suffer the consequences of a drought in the kind of commitment and loyalty that makes us feel secure and safe. We aren't sure what we can count on anymore, and certainly, for most of us, it's not our employer.

Terry Care of Camp Hill is a

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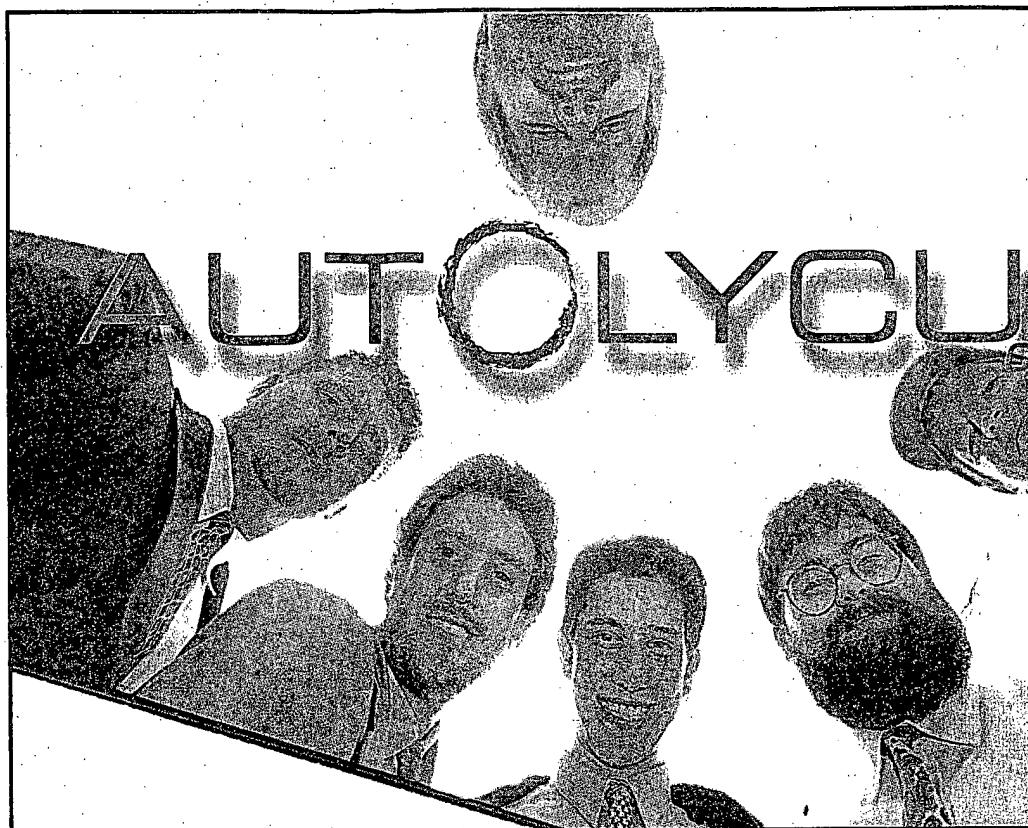


PHOTO ILLUSTRATION BY JOHN C. WHITNEY

The executive team at Autolycus.com includes, top, Dwayne Bender, general manager, and, from left, Sean Barowski, executive vice president; secretary-treasurer; Jason L. Bowser, president and chief executive officer; Gene Bangert, director of informational services; and Lloyd Ector. Quay Fahnestock, director of marketing, is not pictured.

## New perspective

### SOFTWARE DEVELOPER PUTS HIGH-TECH TWIST ON VIRTUAL REALITY

BY DAVID DEKOK  
OF THE PATRIOT-NEWS

No one can accuse the young men of Autolycus.com, a West Shore technology start-up, of failing to think big.

They dream of the day when they will use their virtual reality software to present the pyramids of Egypt in three-dimensional splendor over the Internet.

"We can apply the technology to just about anything," said Jason L. Bowser, 24, president and chief executive officer of Autolycus. "Our biggest concern is handling the growth of staffing to handle the work that we will get."

What Autolycus does — and

does quite well — is to produce 3-D images of people, places and things that can be rotated 360 degrees on a computer screen.

"The ability to spin the shirt and to see it in the back," said Andrew Justice, one of the principals in the firm. "Without ever going there, you can be there."

Bowser sees the fashion and real estate industries as logical

customers for the technology. On the Autolycus.com Web site are images of several models which can be rotated to see how the clothes look from any angle.

That sort of technology is available from another company, 3D Shopping.com of Venice, Calif., but does not appear to provide so smooth a turning motion as the Autolycus software.

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# TECHNOLOGY/Firm gives new twist to virtual reality

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from Bamboo.com, a company with close ties to the National Association of Realtors. Autolycus' virtual tours allow an "actual" "walk-through" of a building from room to room. They've done a virtual campus tour for Dickinson College in Carlisle.

Autolykus is in the process of converting a 6,500-square-foot ware-

house in Mechanicsburg into a combination headquarters and stu-

dio. Bowser said they have enough money from investors to cover their expenses and are looking toward an initial public stock offering down the road.

Those investors include an officer of Internet backbone provider UUNet and Bowser's father, a senior vice president at Highmark Inc.

"Everybody wants to invest," he said.

On Tuesday, from 1 to 4 p.m., Autolykus will host a presentation of Apple Computer Inc.'s new Final Cut digital streaming video product.

The atmosphere at Autolykus is

day, the recycling bin in front of

the firm's headquarters in Lower

Allen Twp. was loaded with Harp Lager empties and Bowser and Jus-

tice briefly expounded on the mer-

its of Harp and Guinness beers.

"I have a blast," Bowser said.

"I'm here 12 to 13 hours a day work-

ing. The whole ride is fun. I love

what I do."

Justice, who owns Macs N PCs,

the successor to T.R. Vreeland's

MacTime computers, and Bowser,

who formerly managed the graphic

design lab at Towson State Univer-

sity in Maryland, founded Autoly-

cus in February to pursue Justice's

desire to do something with virtual

money from investors to cover their

expenses and are looking toward an

initial public stock offering down

the road.

realty software.

"Andrew had been wanting to get

into virtual reality," Bowser said.

"A friend of his came across the

next best step to getting there. I

said, 'I can do that.' He said, 'No

way.' We bought some VR author-

ing software, improved upon it, and

within a couple of weeks we had a

decent-looking product."

Quay Fahnestock, a Mount Holly

native who played with

MacTime computers, and Bowser,

Bowser in the band Group Therapy

in high school, joined as marketing

director when he returned to the

area last spring.

Bangert is a highly rated Apple

Macintosh technician, which is

what he was doing when Justice ac-

quired MacTime. Computers after

Vreeland decided he wanted to be a

baseball park.

Harrisburg since 1919, is Autolykus'

technical guru, responsible for

among other things, developing the

proprietary compression algo-

rithms that allow the virtual reality

files to take up minimal space.

He also does free-lance image

analysis for the Hubble Space Tele-

scope program at home on high-end

computers. The process involves

running the telescope's electronic

images through software to im-

prove their clarity.

The process of designing a virtual

stadium tour for the Harrisburg

Senators that will allow a visitor to

the Senators Web site to see what

the view is from any seat in the

ballpark.

Sean Barowski, who owns but

does not manage Kokomo's, is head

of sales for Autolykus. The former

insurance agent said Autolykus "is

my passion."

"This is a niche-market opportu-

nity for businesses," he said. "Any-

thing you can think of is a market."

Dan Trimble, who also is in sales,

Macintosh technician, which is

what he was doing when Justice ac-

quired MacTime. Computers after

Vreeland decided he wanted to be a

baseball park.